

# Comparisons of Job Characteristics

**Focus Occupation:** Advertising and Promotions Managers (11-2011)

**Associated Occupation:** Sales Managers (11-2022)

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 69

**Focus Occupation:** Advertising and Promotions Managers (11-2011)

**Associated Occupation:** Sales Managers (11-2022)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	21.6	14.9	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	17.8	14.0	<<	Extensive education and/or training may be required
Administration and Management	8.4	14.7	14.9	0	Current knowledge level may be sufficient
Personnel and Human Resources	5.6	12.4	6.9	<<	Extensive education and/or training may be required
Economics and Accounting	4.4	9.8	4.8	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 94

**Focus Occupation:** Advertising and Promotions Managers (11-2011)

**Associated Occupation:** Sales Managers (11-2022)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Monitoring	9.9	14.9	11.5	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	14.6	13.0	<	A higher skill level may be required
Persuasion	7.4	14.2	10.3	<<	Extensive development of skills in this area may be required
Coordination	9.1	13.8	12.7	0	Current skill level may be sufficient
Management of Personnel Resources	6.9	13.3	10.6	<	A higher skill level may be required

Service Orientation	7.9	12.6	9.2	<<	Extensive development of skills in this area may be required
Time Management	8.9	12.6	13.2	0	Current skill level may be sufficient
Negotiation	6.8	12.0	11.0	0	Current skill level may be sufficient
Systems Evaluation	6.4	11.9	9.8	<	A higher skill level may be required
Systems Analysis	6.5	11.4	9.4	<	A higher skill level may be required
Management of Financial Resources	3.3	9.6	9.4	0	Current skill level may be sufficient
Management of Material Resources	3.7	7.3	6.4	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 95			
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Sales Managers (11-2022)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	15.7	14.6	0	Current ability level may be sufficient
Speech Clarity	10.2	14.0	13.0	0	Current ability level may be sufficient
Written Expression	9.8	13.6	13.2	0	Current ability level may be sufficient
Speech Recognition	9.9	13.2	13.2	0	Current ability level may be sufficient
Deductive Reasoning	10.6	13.0	14.1	0	Current ability level may be sufficient
Originality	7.6	12.6	12.2	0	Current ability level may be sufficient
Fluency of Ideas	7.6	12.2	13.0	0	Current ability level may be sufficient
Number Facility	6.3	9.5	7.9	<	Some improvement in abilities may be required
Memorization	5.6	8.6	6.1	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 90
Focus Occupation: Advertising and Promotions Managers (11-2011) Associated Occupation: Sales Managers (11-2022)		
Work Activities	Exclusivity of Activity	
Advise clients or customers	19	
Analyze sales activities or trends	74	
Assign work to staff or employees	30	
Conduct market research	80	
Conduct or attend staff meetings	47	

Develop budgets	56
Direct and coordinate activities of workers or staff	3
Discuss advertising strategies	92
Make presentations	13
Monitor consumer or marketing trends	74
Orient new employees	59
Oversee execution of organizational or program policies	49
Provide customer service	14
Sell products through advertising	95
Use public speaking techniques	13
Write sales or informational speeches	82

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 93

**Focus Occupation: Advertising and Promotions Managers (11-2011)**  
**Associated Occupation: Sales Managers (11-2022)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Development software	4
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.